

ACCIDENTS

Accidents are fewer among the older age groups.

ACCIDENT RATES

| AGE GROUP | NON-DISABLING INJURIES (per million work hours) |
|----------------|--|
| All age groups | 980 |
| Under 20 years | 1,230 |
| 20-24 years | 1,500 |
| 25-29 years | 1,560 |
| 30-34 years | 1,420 |
| 35-39 years | 1,240 |
| 40-44 years | 1,050 |
| 45-49 years | 990 |
| 50-54 years | 740 |
| 55-59 years | 630 |
| 60-64 years | 560 |
| 65-69 years | 430 |
| 70-74 years | 320 |

LEARNING NEW SKILLS

Training as part of manpower planning can result in a more efficient work force. Studies show that age alone has little bearing on a person's ability to learn new skills and techniques.

Upgrading the skills and knowledge of a company's employees is of utmost importance in this age of rapid technological changes. Many employers encourage their mature workers to increase their skills and knowledge through in-plant training, night courses and attendance at full-time courses.

PENSION PLANS

Pension plans have often been cited as one of the major barriers to the employment of older workers. A study of 117 pension plans showed that employers are overcoming problems connected with pension plans.

69 had no age limits for entry.

Only 6 plans specified entrance age limits under 50 for both males and females.

In many cases, it is a company's employment policy not the pension plan itself which stands in the way of hiring older workers.

DIVISION ON OLDER WORKERS

Further general information concerning older workers may be obtained from the **Division on Older Workers, Department of Labour, Ottawa.**

The division was established in 1959 under the National Co-ordinator, Civilian Rehabilitation, to give continuing study to ways and means of reducing the effects of the social and economic problem of the older worker.

Its functions include the co-ordination of departmental activities in this field; the development of a long-term educational program; the encouragement and stimulation of research; the establishment of liaison with employer and labour organizations and voluntary agencies both in Canada and other countries; the study of related developments in other countries; and the assembly and dissemination of informational material.

Since its establishment the Division has accumulated a considerable amount of information relating either directly or indirectly to the employment problems of older workers and to aging generally. These data include studies of pension plans; capabilities of older workers; work performance by age groups; training and re-training; re-assignment and re-designing of jobs; and retirement practices.

Issued by:
**AUTHORITY OF THE MINISTER OF
LABOUR, CANADA**

Cat. No. L36-063

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Don't judge
a man's worth
by his
date of birth

LET'S ELIMINATE AGE BARRIERS IN HIRING



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A NATION'S MOST VALUABLE ASSET IS ITS HUMAN RESOURCES.

The continued growth and prosperity of any country depends to a large extent on whether industry makes the best use of available manpower. It is vital that an industrial nation like Canada fully utilize its human resources.

PRESENT AND FUTURE MANPOWER

Canada's population has aged during the first half of this century. From 1901 to 1956, the average age of our population increased from 27 to 31. This trend is likely to continue in the years ahead.

These changes have affected Canada's labour force. More than one-third of our workers are 40 years of age and over. This age group will continue to increase in numbers.

Young people will be entering the labour market in increasing numbers due to the high birth rates of the last 15 to 20 years.

Because of low birth rates in the 1930's, the "in-between" age group—30 to 40—will be proportionately smaller.

This means that employers will have to draw a large part of their manpower requirements from the older and younger age groups, but will be forced to depend in large measure on the mature group for the skills and experience required.

AGE BALANCE

Maintaining an age balance in a company's work force is an important part of manpower planning. It can increase both production and profits.

Good planning can help reduce problems created by:

- Key personnel reaching retirement age at the same time;
- An overload of young workers who lack the experience and skills needed to maintain production;
- Automation and technological changes.

Many Canadian companies have been able to reduce the effects of automation and technological changes on their employees because of an age balance in their work forces. Layoffs have been limited because planned retirements took care of the reduction in workers.

Efficient operation can result from the blending of the strength and agility of youth and the experience and judgment of mature workers.

Hiring on the basis of ability, not age, can bring about a proper balance.

The adoption of a realistic hiring policy can be the first step in effective manpower planning.

Such a policy recognizes that there is no relationship between age and whether or not a person is a good employment risk. A worker's qualifications and personal suitability are two of the main factors upon which an assessment of ability can be made.

QUALITIES OF WORKERS

All workers, regardless of age, have special qualities which can be useful to employers. These attributes are found in all age groups and depend largely on the individual.

Young people can usually offer speed, physical strength, agility, ambition and vigour. For many jobs, these qualities are essential. Youth must have the opportunity to gain experience and maturity.

Older workers can generally offer mature judgment, knowledge gained from experience, stability, low turnover, less absenteeism and lower accident rates—qualities which can reduce costs and are essential to the success of any enterprise.

NATIONAL EMPLOYMENT SERVICE

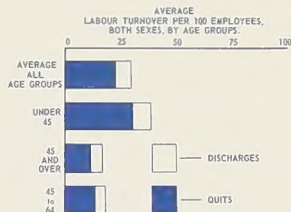
In 200 local offices across Canada skilled placement officers stand ready to assist employers in selecting workers of any age.

Let NES HELP YOU in your manpower planning.

Let's see what the older worker can mean to your company or business and look at some of the common obstacles to hiring persons past 40.

LABOUR TURNOVER

Turnover among older workers, once they are employed, is low.



The elimination of arbitrary age restrictions in hiring can mean a reduction in the costs of labour turnover.

ABSENTEEISM

The cost of absenteeism in Canada amounts to hundreds of millions of dollars annually. Mature workers have low rates of absenteeism.

